

COMMUNIQUE

Spring, 2013

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COMM 200? There's an app for that!

There is an app for everything these days. There are apps for cooking, pictures, sports, and now, there is going to be an app for COMM 200: Communication Foundations at WKU. Yes, you read that right. Starting in the fall of 2014, the “book” for COMM 200 will be delivered in app format.

The idea originally came about because the professors in the Department of Communication were not happy with any available textbooks. So, Dr. Blair Thompson pitched them an idea, writing and developing their own custom app for the class. So he, along with

Dr. Angela Jerome, Dr. Jennifer Mize Smith, Dr. Holly Payne, Dr. Kumi Ishii, and Dr. Sabine Chai set out to

as well so I sat down with the man in charge of putting the whole thing together.



make the idea a reality.

Each chapter of the book is accompanied by two activities and PowerPoint slides. Students can also turn in activities and take notes in the app.

You might want to know how an app for a class will work. That is a very good question. I wanted to know

According to Dr. Thompson, students will go to the bookstore and purchase a code for \$75 (a lot cheaper than most text books).

Once students have purchased the code, they will be able to download the app to any one of their

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Welcome the Communication Advisory Council

The Communication Department is very pleased to announce its new Communication Advisory Council. The Department of Communication is looking forward to having an active and enthusiastic Advisory Council composed of members of the community as well as alumni representing all areas of the department. The Council serves as a link among the department, the alumni, and the professions of Communication represented by our department.

“We need a bridge between our alumni and the department, as well as from the department to the community,” Dr. Helen

Sterk, head of the Department of Communication, stated. She went on to say, “We want our alumni to be able to serve as mentors and advise our students on not only a class level but a personal level as well.”

The Communication Advisory Council held its first meeting Friday, May 3rd, in the new Augenstein Alumni Center on WKU's main campus.

Council members include Collette Carter, Director at Owensboro Health Healthpark; Kay Coomes, Manager of Public Affairs for Atmos Energy; Sam Ford, Director of Digi-

- Cont'd on page 2

COMM 200?... *cont'd*

electronic devices. The app will also be web interactive so students will be able to access it on any computer.



The Digital Textbook

Not only will students be getting the best quality product for COMM 200, because it can be updated regularly with far more ease than a text book, students who purchase the app get free updates, a feature that will allow them to have up-to-date information concerning the information covered in the book throughout their

education.

The theories, research, and writing techniques taught in COMM 200 are the foundations for the majority of projects they will encounter throughout their time in the department. For example, seniors taking the capstone course, COMM 494, need information from COMM 200 to successfully com-

plete their final synthesis paper and make their final speeches to freshman classes.

Although it will be different using an app instead of a text book, having the textbook at your fingertips in the form of an app will be very useful.

~ Olivia Dorris, Student

Advisory Council... *cont'd*

tal Strategy at Peppercomm; Jamie Froedge, Vice President Acquisition Planning at Emerson Electric; Christy Hooper, Vice President of Human Resources at Centerstone of America; John Lyne, Professor of Rhetoric at University of Pittsburgh; Doris Moody, Human Resources Team Leader at Logan Aluminum; and John Rowley, President of Fletcher/Rowley.

During the May 3 meeting, the Council met with undergraduate and graduate students, with faculty members, elected Ms. Moody and Mr. Ford as co-chairs and commissioned the co-chairs to develop by-laws to structure the group's contributions. The Communication Advisory Council will meet at least twice a year to suggest productive opportunities for the Communication programs.

The Council will provide guidance and advice on matters relating

to programs, curriculum, internships, job placement, career fairs, fund raising, and other areas of interest to the department and alumni. Bringing in community

advisors will give students endless possibilities toward becoming more richly networked.

education hopes to take these resources, use them to best advantage, and make the department an unforgettable learning experience for all students.

Council members remember their time on the Hill well, from Dr. Kell giving him the business card of Bill Fletcher, leading to his job and eventual partnership with Bill in Fletcher Rowley (John Rowley) to being the SGA president and leading war protests during the Vietnam era (John Lyne) to leadership in IABC (Christy Hooper) to hosting a pro wrestler at DUC (Sam Ford) to walking up and down the hill in all possible weathers (Kay Coomes) to completing a Master's in Communication on weekends (Doris Moody), along with others in the Owensboro Posse (Collette Carter).

~ Bryce Steele, Student



Randy Capps, Kay Coomes, Doris Moody, and Sam Ford.
Conference call attendees were Christy Hooper and Jamie Froedge.

The goal is to help the students see the possibilities that a Communication major holds. By making a way for alumni and community members to give back, not only to the university, but also to the department, students gain the ability to see the success they may have in their careers.

The Department of Communi-

Message from Helen Sterk, Department Head



Dr. Helen Sterk

Greetings from the Hill!

We've wound up another year well. Academically, we hosted organizational communication scholar, Patrice Buzzanell; students and faculty members presented ideas and papers

at national and regional conferences; students competed in the John Lyne Speech Contest; students completed internships; and faculty members published in books and journals. Socially, we entered a monster truck in the Homecoming Parade, enjoyed our first annual bonfire at Prof. Elder's house, and celebrated our graduates at December and May receptions for them and their families. And developmentally, we held the first meeting of the Communication Advisory Council.

With the advent of the Communication Advisory Council, we

extend our reach into people's lives as they graduate and take their places in the communities in which they settle. The Advisory Council's job is to keep the department looped into the lives of our graduates and our

communities. Through the Council, we can track trends in business and nonprofits, get advice on how to bring those trends to life in our programs, and find more ways to get out the word that Communication is "Key to a Better Life, a Better Self, and a Better Future."

This newsletter tells the story of our year. We meet new students in the general education communication courses; we welcome new students into our majors; we send students into the work world on internships; we see them grow and develop as thinkers and as people; and we see them leave as they graduate. The story of life in a university is that every year is a coming and a going.

Join us on Facebook at WKU Department of Communication and keep up with next year's comings and goings!

Warmly,

Helen Sterk
Head of the Department of
Communication

Visit from a Distinguished Communication Scholar: A Day with Dr. Patrice Buzzanell

The Department of Communication was thrilled to welcome visiting scholar, Patrice M. Buzzanell, Ph.D. to Western Kentucky University on April 8, 2013. Dr. Buzzanell presented information in three lectures throughout the day: 'Creativity, choice, & career;' 'The value of communication: The ways we lie about work-life balance;' and 'Designing career.' Along with presenting her intriguing lectures,

Dr. Buzzanell also made time to meet with current graduate and undergraduate students during a question-and-answer luncheon.

Dr. Buzzanell is a professor and the W. Charles and Ann Redding Faculty Fellow in



Dr. Helen Sterk & Patrice Buzzanell

Visit from a Distinguished... *cont'd*

the Department of Communication at Purdue University. Her contributions to the discipline include research on career, gender, diversity, mentoring, resilience, ethics, engagement, career-personal life sustainability, and careers in the STEM (science, technology, engineering, and math) contexts. With more than 120 articles and three books published and 24 dissertations and 15 theses chaired, Dr. Buzzanell has more than earned her title, but during her visit to Western, she warmly asked us to call her 'Patrice'.

Dr. Buzzanell also leads ADVANCE-Purdue University Catalysts, an organization which further diversity at Purdue. The organization's mission statement reads, "We are going to make change one conversation at a time."

A mother of six, Dr. Buzzanell's expertise and personal experience in the area of work-life balance allowed her to engage WKU students in her discussions on the topic. Dr. Buzzanell concluded the day with her keynote lecture, 'Designing career.' 'Designing career' focused on Patrice's study of 800 children, ages 3-10 years, and their perceptions on career. These children, who originated in Belgium, China, Lebanon,

and the United States, reported their planned career choices.

Dr. Buzzanell and her research team discovered that cultivation versus natural growth affected children's career choices. Cultivated children (raised by parents who incorporate organized activities into their children's lives) were more interested in becoming architects or scientists. Natural growth children (whose parents did not engage them in extracurricular activities) often planned to work in maintenance. In an interview after the lecture, Patrice mentioned that




Dr. Patrice Buzzanell at the Faculty House

many things define who you are. She noted that while work *can* define a person, identity can also be cultivated through religion, volunteer work, and relationships with others. She also asserted that individuals' identities change during different phases of life.


Personally, I enjoyed Patrice's visit very much! Through her friendly and inviting demeanor, I was able to learn several new ideas from her throughout the day. As a Corporate and Organizational Communication major, I appreciated being reminded of the value of Communication from a scholar in the field.

Patrice M. Buzzanell, Ph.D.
Monday, April 8, 2013




Creativity, Choice & Career

9:10 a.m.
FAC 146



**The Value of Communication:
The Ways We Lie About
Work-Life Balance**


12:30 p.m.
Faculty House



Designing Career

7:00 p.m.
Gary Ransdell Hall Auditorium,
Room #1074

All three are swipearable events



~Mattie Russell, Student

COMM Graduates Teach English in China



Amanda Yatso and Whitnee Thorp

There is an ever-growing need in today's society for one to know a second language, whether it is for travel, education, or career. Two recent graduates from the Department of Communication, Ms. Amanda Yatso and Ms. Whitnee Thorp, set on a mis-

sion to do just that and help others in the process. Recently they returned to the United States after spending time teaching English in China. Ms. Yatso noted that while teaching in itself is very rewarding,

teaching a second language to foreign students is so much more rewarding because you know that you taught the students something that will benefit them for the rest of their lives.

Ms. Yatso developed her own syllabus and/or class work to enable

the students to learn. She explained that she wanted her class to be based on a conversational style of English, and she developed role-playing activities to meet her learning objectives. Ms. Yatso feels as though her time in China was very effective and the students learned a great deal from her. She stated that, "All of the hugs and thank yous really made me feel that I had accomplished my job and made a lifetime of memories along the way."

Although this was a life changing experience for Ms. Yatso, she does not have plans at the moment to travel to another country to teach the English language. She is currently working as a Project Manager for Dollar General.

Many individuals could benefit greatly from experiences such as this and after learning more through Ms. Yatso's story, it has intrigued me to hopefully one day use my experiences and education to better the lives of others in a different country.

~ Justin McGregor, Student

Outstanding Graduate Student: Ryan Cummings



Ryan Cummings

Not many students are able to brag about being selected as the number-one candidate for a uni-

versity's doctoral program, especially if that university is ranked in the top 25 in the country. Ryan Cummings can. He has accepted an offer from Purdue University's Brian Lamb School of Communication to pursue a Ph.D. in Communication Studies in the fall. He is planning on studying interpersonal and organizational communica-

tion, with a cognate interest in quantitative methods.

A native of Bowling Green, Kentucky, Mr. Cummings came to WKU after successfully completing his undergraduate studies at Florida College in Communication Studies. When asked about his decision to attend WKU for his graduate studies, he stated "Although I considered other programs, the supportive and scholarly faculty attracted me to the program. From talking with alumni, I knew attending WKU would position me for competitive doctoral programs." And it certainly has.

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Outstanding Graduate Student... - *cont'd*

Mr. Cummings just completed his final semester as a communication graduate student at WKU with a thesis titled 'Forgiveness-granting communication as a facework phenomenon.' In his own words, "My thesis is using quantitative methods to examine forgiveness communication via face negotiation the-

ory." Ryan presented a great deal of his research at communication conferences while at WKU and won several awards for his research.

As far as plans beyond a Ph.D., Mr. Cummings hopes to teach and research in higher education. Mr. Cummings also has some advice for those in the transition phase from graduate school to doctoral studies:

"Develop a clear research agenda. I was competitive in applying because I knew what I wanted to do in my programs and was able to match up with professors who would be a good fit for me. Find your interests, and pursue them."

~Marshall Covert, Student

Department of Communication Graduate Program

The Department of Communication Graduate program, revised in August of 2011, is now a 34 hour program that focuses on applied organizational communication and integrates some of the newest research in the discipline. The program incorporates communication theory, application, and research to give students the tools to communicate effectively in a variety of organizational contexts such as superior-subordinate communication, communication in multi-national organizations, and issues/crisis management.

The program is practical and prepares students for a host of career and academic pursuits such as sales, public relations, management, and doctoral programs. Students may choose between two tracks: thesis and non-thesis. For those seeking the non-thesis track, a comprehensive exam is administered upon the completion of the program to in place of the thesis requirement.

Because the program prepares students for numerous career pos-

sibilities, students are an asset to any potential employer. Some graduates of the Department of Communication's Graduate Program find work in organizational settings while others pursue doctoral degrees in Communication at prestigious schools around the United States, such as the University of Missouri, University of Kansas, and Purdue University.

Dr. Kumi Ishii was the 2012-13 Interim Graduate Program Director for the Department of Communication's graduate studies program. She

explains those wishing to apply to the program need to have taken the GRE, or Graduate Record Exam, score 3.5 or higher on the GRE analytical writing exam, provide a transcript, send a writing sample from their undergraduate work, and draft a letter of intent. An application must be filed with these doc-



Dr. Holly Payne
Graduate Program Director

uments at the Graduate Studies office. Competitive graduate assistantships are available for those seeking assistance in funding graduate school. These assistantships offer stipends, tuition waivers, and many opportunities for gaining experience on faculty led research. For those interested in applying, statements indicating the desire for the assistantship as well as three letters of recommendation should be sent to graduate.communication@wku.edu by February 15th for fall applicants and November 1st for spring applicants. Any further information can be found on the department's website and questions can be directed to graduate director, Dr. Holly Payne, at holly.payne@wku.edu.

~ Emily Foust, Student



Dr. Kumi Ishii
Interim Graduate Director

Jessica Mattingly Named Outstanding Student in Corporate and Organizational Communication



Jessica Mattingly

The faculty of the Department of Communication at WKU selected Ms. Jessica Mattingly as the department's 2012-2013 Outstanding Student in Corporate and Organizational Communication. Among Jessica's

many achievements, she was the President of WKU's chapter of Lambda Pi Eta (the National Communication Association's (NCA) Honor Society) and was a WKU student representative to NCA's 2012 Annual Convention held at the Swan and Dolphin Resort on the Walt Disney World Campus in Orlando, Florida. Ms. Mattingly was also selected as the Ed Robertson Memorial Scholarship winner, an award given by the department each year.

Ms. Mattingly graduated Magna Cum Laude from WKU in May 2013, also receiving a minor in business administration. Currently, she is the Human Resources Assistant for Scotty's Contracting and Stone, LLC. In her position, she handles entry level hiring, staffing, insurance, and bonuses. About the usefulness of her degree in her career, she states, "I am thankful

for my communication background every day as I write memos, newsletters, and other internal documents. When bringing new employees in for interviews and orientation at Scotty's, I consistently stress the importance of communication. If we are able to communicate effectively, whether that be between coworkers, with the public or with clients, it will ultimately result in the success of the company."

Ms. Mattingly also notes, "My degree stands for four years' worth of hard work, research, preparation, and growth. The Communication Department allowed me to mold my education, many times on my own terms, until it was a perfectly tailored vision of my personal and professional future. I could not have done it without the support of an amazing group of professors, staff members and fellow communicators!"

~ Dr. Angela M. Jerome,
Associate Professor

McKenzie (Mac) Mullins Named Outstanding Communication Studies Undergraduate Student

A native of Bowling Green, Kentucky and a legacy student of WKU, McKenzie (Mac) Mullins is no stranger to The Hill. While Mr. Mullins' college experience started at the University of Kentucky, he soon returned to his roots and continued his family legacy at WKU. Mr. Mullins revealed, "I always thought communication was interesting and very applicable to every facet of life, but it wasn't until I took Communication Foundations with Dr. Angela Jerome that I knew that communication is

what I wanted to pursue."

Mr. Mullins dedicates time outside of the classroom to the Department of Communication by serving as fundraising chair of the WKU chapter of Lambda Pi Eta, the national Communication honor society. Mr. Mullins is also devoted to enriching his communication knowledge as he stays involved with other organizations including: Sigma Chi Fraternity, WKU Greek Hall of Fame, Public Relations Student Society of America (PRSSA), as a Senator

and the Public Relations Chair of Student Government Association (SGA), and as a student ambassador of service for the Alive Center.

Mr. Mullins commented that knowledge of communication has enhanced his workplace interactions tremendously. Smiling, he said, "Working in a law office makes communication completely essential. We are constantly communicating with clients, other firms, banks and with each

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Congratulations to our Students

McKenzie (Mac) Mullins...—cont'd



Dr. Angela Jerome & Mac Mullins

other—and just like any other channel of communication, messages are constructed, sent, interpreted, and misinterpreted.” Mullins went on to explain that communication is engrained in our basic human nature and that it builds and shapes our relationships both personally and professionally. He is interested in seeing how the communication knowledge he has learned at WKU will manifest itself into his personal life and aid in his future.

This summer, immediately after graduating, Mr. Mullins interned at the Fraternity Communication Associations National Conference. He is currently an intern in Congressman Brett Guthrie's Washington, DC office. In the future, Mr. Mullins wishes to further his knowledge by pursuing graduate school studying political and crisis communication.

As Mr. Mullins graduated and embarked on new journeys he gave this last bit of advice to current and future students of WKU, “This is your education—your life—better make sure you give it your all, both in and out of the classroom. I feel that education is more than straight A’s. After all, life moves pretty fast, if you don’t stop to look around every once in a while... you could miss it.”

~Katie Spears, Student

Congratulations to our Students

LAMBDA PI ETA (ΛΠΗ)

2013 Inductees



Dr. Jennifer Mize Smith—
Faculty Advisor

On Tuesday, April 2, 2013, thirteen new members were inducted into the Department of Communication Honor Society, Lambda Pi Eta. Dr. Ellen Bonaguro gave remarks about the history of the chapter, and Dr. Helen Sterk received the Honorary Faculty Member award.



Back Row (L to R): Elizabeth Dulaney, Emily Foust, Bethany Hughes, Alanna Baugher, Brianna Butcher

Front Row (L to R): Rachael Sheldon, Mattie Russell, Chelsea Martin, Haley Henderson

Not Pictured: LeighAnn Rush, Kate Holmes, Robbie Collier, Jessica Basham

Lambda Pi Eta



COMMUNICATION ORGANIZATION FOR GRADUATE STUDENTS (COGS)



Dr. Kumi Ishii—Interim Faculty Advisor

Balancing classwork, research, assistantships, and other scholarly endeavors, the Spring semester proved busy yet productive for the graduate students in the Communication depart-

ment. COGS provided us not only a source of support for navigating through the graduate experience but also additional opportunities that enriched our education.

We began the year with a new set of of-

ficers. Felix Perrone headed up the group as President while Dani Fuentes served in the office of Vice-President, and Katie Fane took on the role of Secretary. These three scholars worked to enrich the experiences of all graduate students while also helping us through the process. The officers served as informal go-to people with questions about classwork. They even headed up a review session before the final exam of the quantitative methods course.

One of our main events was Dr. Patrice Buzzanell's campus visit. COGS was able not only to attend her phenomenal lectures but also to talk to her in a small

group setting about graduate school, work-life balance, and other communication-related topics. It was a great experience!

Overall, this was an excellent semester for COGS. We built and strengthened friendships and grew together as scholars and researchers. COGS finished the semester with a social during finals week. Good luck to all graduate students in the coming semester!

~ Ryan Cummings,
Graduate Assistant

WKU Continues Its Excellence in Speech

The second annual John Lyne Speech Contest featured celebrity judge, John Lyne!

Dr. Lyne (1971 B.A. in Speech and in Philosophy) debated, served as Student Government Association president, and wrote a column for the *College Heights Herald*. Now, he teaches at the University of Pittsburgh, where he chaired the Communication department, directed the department's graduate studies program, and serves on the faculty of Communication and also Bioethics and Health Law. Dr. Lyne stepped up to sponsor the contest in 2012. Department head, Dr. Helen Sterk, endorses the contest, saying, "As teachers, we promote and reward excellence and the

drive to be the best."

The second annual John Lyne Speech Contest took place on May 4, 2013 in the Fine Arts Center, organized by Dr. Blair Thompson,



Dat Think Ha, Victoria Phung, Dr. John Lyne, Sean Jacobson

the department's basic course director. This year's winners included

Sean Jacobson (first place, Dr. Mitie Carey's class), Dat Think Ha (second place, Dr. Donna Schiess' class), and Levi Underwood (third place, Ms. Paula Noffsinger's class) from COMM 145 and Victoria Phung (first place, Ms. Jessica McClanahan's class), Katie Newton (second place, Ms. Stacey Gish's class), and Hayleigh Banks (third place, Ms. Stacey Gish's class).

The contest is comprised of the top students from each of WKU's general education oral communication courses (COMM 145 and COMM 161). For the contest, each student presents a persuasive speech, and then each class selects one person to compete

WKU Continues Its Excellence in Speech

to win monetary awards (1st: \$250; 2nd: \$100; 3rd: \$50). The competition has three rounds. The first two rounds are judged by WKU's Forensics team members. The Final round is judged by a team of "celebrity guests." This year's celebrity guests were: Dr. Helen Sterk, Dr. John Lyne, Dr. Carl Kell, and Dr. Lawrence Snyder, the Associate Dean of the Potter College of Arts and Letters.

Dr. John Lyne, a 1971 graduate of WKU Speech and Philosophy, donated the prize money to the department of Communication.

In the fall of 2013, WKU's Glasgow Campus will host its own speech contest which was inspired by the John



Celebrity Judges: Dr. Carl Kell, Dr. John Lyne, Dr. Helen Sterk, Dr. Lawrence Snyder

Lyne Speech contest. This new contest will give not only to the students in Glasgow, but also students from main campus a new oppor-

tunity as they will be traveling to Glasgow to compete.

~Sam O'Mara, Student

Conventions

Hilltoppers Exhibit Success in Kansas City

Not only did Kansas City host the Hilltoppers in the first round of the men's NCAA basketball tournament, but also, it hosted some of WKU's finest at the Central States Communication Association (CSCA) two weeks later!

CSCA is a group that unites primary, secondary, and college professors and other communication professionals to promote interest in all areas of communication. Representing WKU's Department of Communication in Kansas City were: Drs. Helen Sterk, Blair Thompson, and Angela Jerome, and graduate students Ms. Jessica Martin Carver, Ms. Jessica Paulsen, and Ms. Amanda K. Belcher. Each of these people played a part in the convention whether it was a chairing a meeting, attending educational panels, or pre-



senting their research. Here are some of the highlights of their participation:

Dr. Sterk shared memories of Dr. Sam Becker, past president of CSCA, recognizing the loss presented to the Communication discipline in his passing.

Dr. Thompson served as the chair of the Communication Education and Basic Course Interest Groups. He was also a panelist on the 'Communication education interest group spotlight.'

Dr. Jerome served as chair of the panel titled 'Expanding the possibilities initiated by Ware and Linkugel (1973): New takes on *Apologia*.' She also served as secretary of the Public Relations Interest Group. Dr. Jerome's research article, co-authored with **Ms. Jessica Paulsen**, titled

'He got a little bit too "Rowdy": The image repair of NASCAR driver Kyle Busch' won top paper panel honors from the Public Relations Interest Group.

Ms. Jessica Martin Carver presented a paper titled 'Simulated atonement at work: A critical analysis of John Edwards' image repair strategies and situational constraints after the Rielle Hunter affair' on the 'Expanding the Possibilities Initiated by Ware and Linkugel (1973): New take on *Apologia*' panel. In the same panel Ms. **Amanda K. Belcher's** research article on 'Sore losers: NBA players react harshly after tough losses' was also discussed.

Between the basketball game and the honors that the Department of Communication received in Kansas City, WKU has been well represented.

~ Heather Johnson, Student

First Chance as a Panelist: Southern States Communication Association (SSCA)

Faculty and students from the southern United States gathered together April 10-15 in Louisville for the Southern States Communication Association conference. Similar to the National Communication Association (NCA) conference, SSCA is a smaller, more intimate gathering of communication researchers throughout the region.

As an undergraduate student, I was given my first opportunity to present on a panel. Under the guidance of The \$100 Solution™ creators, Dr. Strenecky and Dr. Mize Smith, graduate student Felix Perrone and I described the benefits and challenges of our \$100 solution project. The panel, “Turning \$100 into a World of Change: The \$100 Solution™ as a Service Learning Project” walked its attendees through the project goals, rules, and challenges. As an undergraduate student, I was honored and excited to represent the department.

Panels for the conference focused on communication and its role in choice making. This includes both personal and professional. Titles ranged from “Contemporary issues in freedom of speech” to “The rhetoric of guilt: Burkean analyses of Lady GaGa, Chris Brown, Anthony Weiner, and Bill Clinton.” Fresh perspectives and forward thinkers came together to discuss research in a broad and stimulating spectrum.

Western Kentucky University’s Department of Communication had many panel presenters. Among the presenters



Amanda Belcher, Dr. Jennifer Mize Smith, and Daniela Fuentes

were faculty members Ms. Gayle Allison, Mr. Gary Hughes, Dr. Donna

Graduate students who participated included Felix Perrone, Katie Fane, Jessica Paulsen, Amanda Belcher and Dani Fuentes. Dr. Jennifer Mize Smith and Amanda Belcher won a Top Paper award for their research from the Applied Communication Division.

Western Kentucky University’s Department of Communication encourages its students to go beyond the walls of the classroom and reach out to peers and/or colleagues in the discipline. SSCA proved to be an amazing experience and place to connect with fellow communication scholars.



Amanda Belcher and Daniela Fuentes working recruitment table

Schiess, Dr. Jennifer Mize Smith, Dr. Helen Sterk and Dr. Blair Thompson.

~Jessica Mattingly, Student

Alumni Focus

Alumni Focus: Landon White

To finish his major in Corporate and Organizational Communication, Landon White lacked the required three hour internship, so he turned to TopJobs and found an opportunity with Enterprise. Months after starting the internship, he received the Top Intern Award for southern Indiana and the entire state of Kentucky in August 2012! White qualified for this award because he was the top salesman, landed the most corporate accounts, sent in the most car leads, and received the best customer service score during his time as an Enterprise Intern. White also won Group Leader of his orientation class, along with Most Prepared and Best Role Play. He is now employed full time with Enterprise and is flourishing in that role. He was interviewed for Manager Qualification in December 2012.

Mr. White says Enterprise is nothing like what most people think, simply just renting cars. In his job, White must market the Enterprise brand, obtain new business through sales calls, and maintain that business through service calls. The tenacity engrained in Enterprise employees has allowed Enterprise to sweep the J.D. Power & Associates awards in customer service for the past 13 years.

Mr. White credits his major in helping him in his career and notes that he has received numerous compliments about his people

skills which he attributes to the lesson he learned in the WKU



Landon White

classroom. He also attributes his sales ability to his education, an ability that allows him to contend regularly for top sales in the area. He doesn't believe a particular course helped him, but rather that the collaboration of courses he experienced created a great communicator.

Mr. White offered advice for COMM majors as they move toward graduation. He said, "I

never thought that I would go to college and obtain a degree, then end up renting cars for a living. But honestly, it is the best job I could ever ask for. I work in a great environment and for a great company that wants to reward me for my hard work. It is all what you put in it. If you want to achieve anything in life, work hard and you will obtain your goals. Your public speaking classes are very important; don't take them lightly because they are very beneficial tool for you in the business world. Small Group Communication will help you work well with your employees. The other COMM classes will help you speak and understand the business world. Make sure to stay focused and take hold of the information given to you. It all will pay off in the end, and if you want an opportunity to own your own business and create your own salary then come to Enterprise. My eyes have been opened up to a world of opportunities and it has only begun."

Mr. White wants all COMM majors to know that Enterprise offers an elite internship that is recognized across the U.S. and offers a Management Trainee Program that will ultimately teach you how to run your own business.

~Trevor Lopez, Student

Alumni Focus: Kathryn Breiwa



Kathryn Breiwa

Ms. Breiwa (2007, Corporate & Organizational Communication) served as Mitt Romney's Deputy Director of External Relations in the recent presidential campaign. Her duties included managing relations for the whole campaign. She managed a team of people within the correspondence department. The correspondence department dealt with answering phone calls on a day-to-day basis, processing gifts received, etc. Ms. Breiwa was also responsible for the intern program and human resources.

Ms. Breiwa's background is an elaborate one. After graduating from WKU, Ms. Breiwa attended graduate school at the University of Texas in Austin (according to Ms. Breiwa, it is the #1 Communication program in the country)

where she graduated in 2010. She currently works in the field of politics, more specifically with political campaigns. Before attending the University of Texas at Austin, her undergraduate degree at WKU required her to fulfill an internship which led her to Senator Mitch McConnell's office. Her internship, in turn, opened many avenues for her to follow and, eventually, led her into getting hired onto the past presidential candidacy campaign of Mitt Romney.

Ms. Breiwa told me there was one important lesson she took away from her role with the campaign: "If you really listen to people and their interests and place them in roles where they're helpful, the whole experience is more pleasant." Ms. Breiwa also told

of Western Kentucky University (WKU), to discuss the value that her Corporate and Organizational Communication degree, I learned many things. Being someone who is approaching graduation, I found the knowledge and insight she shared with me to be invaluable. In our interview she stated, "Dealing with the public, interpersonal skills are very necessary."

As our interview ended I asked if there was any advice she could give to someone approaching graduation. Ms. Breiwa said, "Nobody is going to find the job for you – but many are willing to help. Reach out to people even if you don't know them – in a field you're interested in." In classes, she stated, "Everybody thinks they can do more than they are capable of when they graduate – you have to know your place."

“Nobody is going to find the job for you – but many are willing to help. Reach out to people even if you don't know them – in a field you're interested in.”

me she learned the hard lesson that regardless of your own view, everyone else has their own as well.

In sitting down with Ms. Kathryn Breiwa, a 2007 graduate

~Alex Smith, Student

Faculty Profile: Jessica McClanahan



Jessica McClanahan

There are not many people in the world who truly love their professions, who enjoy coming to work every day and love being around the people with whom they work. Jessica McClanahan is one who does!

Ms. McClanahan was born and raised in Lexington, Kentucky, graduated from Scott County High School in spring 1996, and came to Western Kentucky University in the fall of 1996 where she majored in Corporate and Organizational Communication with a minor in Marketing.

Ms. McClanahan graduated in 2000, and went on to work in sales for the next few years. She liked the flexibility in her work hours at her sales position when she first started working, but problems arose because the time demands of her job were unreasonable. She did well in sales, but did not like the fact she did not have extra time outside of work to do what she wanted. So, she went back to school.

Ms. McClanahan returned to the department as a graduate research and teaching assistant and earned her M. A. in 2003. Ms. McClanahan

never thought she would want to teach, despite both her parents working in the school system in her home town.

Right after graduation Ms. McClanahan accepted a full time job in Franklin, Kentucky at a manufacturing facility working in human resources. Ms. McClanahan worked there for two years, until a full time position opened up to teach at WKU in 2005; she applied for the position and got the job.

Ms. McClanahan now teaches five courses a semester, COMM 145 and 161, and in the last two years also taught in the dual credit program at Greenwood High School in Bowling Green, Kentucky. Not only does she get to teach at Greenwood, but she also travels to other high schools and to other instructors' classrooms. Ms. McClanahan plans to develop COMM 161 into an online class, with a trial course being offered in in summer 2013.

Ms. McClanahan loves her alma mater and she is very grateful that she is able to teach at a place that she loves, with people she loves

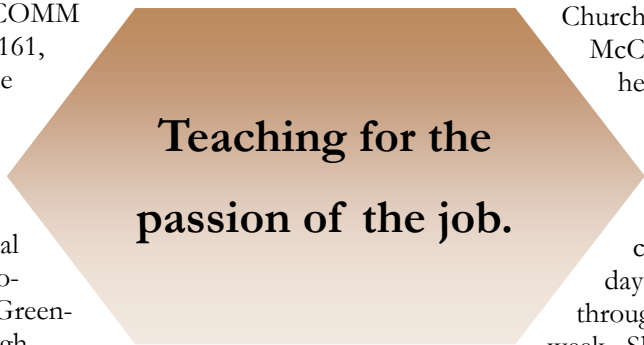
being around. She cares about college students, and being able to work on a day-to-day basis with them. Ms. McClanahan's favorite part of teaching is helping students when they need it the most. When she is able to take a student from being too nervous to stand in front of the podium, with the attitude "I do not think I can do this" to giving great speeches by the end of the semester, she feels good about her work.

Outside of work, Ms. McClanahan has been married to her husband for almost thirteen years. They have three beautiful children, a five year old daughter, and two sons, ages three and two. Family life is very important to the McClanahan family. They attend

Living Hope Baptist Church and Ms.

McClanahan and her husband teach the college age Sunday school class on Sundays and throughout the week. She also enjoys attending any

Western Kentucky University athletic events with her family, along with traveling when the family is able. Ms. McClanahan stated that her life is a combination of "work, church, family, and WKU" and she loves it.



~ McKinley Ingram, Student

Faculty Profile: Gayle Allison



Ms. Gayle Allison

Gayle Allison, M.A., is no stranger to Western Kentucky University. She started at WKU as a graduate student, obtained her master's degree in Communication, graduated, and headed out to start her career. Nine years ago, in 2004, when she got a chance to come back to the university as an instructor in the Department of Communication, she was ecstatic. "I just feel like I was honored to get to come back and teach in the department I graduated from," Ms. Allison said. "I think it's a great program!"

Before coming home to her alma mater, Ms. Allison worked at River Valley Behavioral Health as the Marketing and Training Director, and also at Owensboro Community College and Daymar College in Bowling Green as a Communica-

tion instructor. At WKU, Ms. Allison teaches multiple communication courses such as Business and Professional Speaking, Interpersonal Communication, and Interviewing.

Having been revamped over the past year and a half, the interviewing course has generated a great deal of enthusiasm in the department. Among the most enthusiastic is Ms. Allison. "It's an exciting class and something I really have a passion

for," she says. "I think a lot of

serts this course can do just that saying, "They have to learn to sell themselves, so that's what I really focus on in that class."

To accomplish this goal, Ms. Allison has her interviewing students create resumes and cover letters, visit the career services center for individual evaluations of interviewing skills, conduct interviews with local business leaders, and also attend a class luncheon to learn how to interview in a dining situation.

Ms. Allison believes that this course can help Communication students successfully land a job after graduating and likes playing a role in that process. She says, "Communication is the number one thing employers are looking for, someone who can speak and write well, so that's very, very important and...the reason I enjoy it so much."

"I just feel like I was honored to get to come back and teach in the department I graduated from. I think it's a great program."

times we educate students in the realm of what they're trained for, but then they have to be prepared to go out and find a job." She as-

~ Kristina Holmes, Student

Events



Noon lecture
Faculty House

Above & Beyond Lecture Series Dr. Patrice Buzzanell



Alumni Advisory Council Inaugural Meeting May 4, 2013



LPH Internship Fair



2013 John Lyne Speech Contest



Dat Think Ha, Victoria Phung, John Lyne, Sean Jacobson

Alumni Updates

Jared Bolton, B.A. Corporate & Organizational Communication, 2005—Jared is working at MKD International, Inc. as a Marketing and Research Development Coordinator in Nashville, Tennessee.

Sarah Burton, B.A. Corporate & Organizational Communication, 2011—Sarah is working as a Customer Support Associate at Aerotek in Lexington, Kentucky.

Sara Clifton, B.A. Communication Studies, 2011—Sara is working at Americorp—Community Resilience, American Red Cross.

Andrea Collins, B.A. Corporate & Organizational Communication, 2008—Andrea is working as an Event Entertainment Coordinator at the Country Music Hall of Fame & Museum in Nashville, Tennessee.

Stefanie Ford, B.A. Corporate & Organizational Communication, 2009—Stefanie is working as a Training & Development Manager at The Fountain Group in Tampa/St. Petersburg, Florida.

Aarika Hutton, B.A. Corporate & Organizational Communication, 2011—Aarika is the Development Coordinator at The Center for Courageous Kids.

Vanessa Pierrard Lanik, B.A. Corporate & Organizational Communication, 2007—Vanessa is a Senior Customer Success Manager at WeddingWire in San Francisco, California.

Evangelia Madias, B.A. Corporate & Organizational Communication, 2012—Lia is working as a Vacation Planner at Walt Disney Parks & Resorts in Orlando, Florida.

Alli McClure, B.A. Corporate & Organizational Communication, 2009—Alli is an Account Executive for Rupp Arena Sports & Entertainment at Leaffield Sports, Lexington, Kentucky.

Lauren Nelson, B.A. Corporate & Organizational Communication, 2010—Lauren is Director of Communications at Attain Capital Management in Chicago, Illinois.

Lindsay O'Neil, B.A. Corporate & Organizational Communication, 2012—Lindsay is a Management Trainee at Enterprise Rent-A-Car.

Jordan Reid, B.A. Corporate & Organizational Communication, 2010—Jordan is working as a Sales & Marketing Coordinator at Maximus Auto Group, Louisville, Kentucky.

Stephanie Romano, B.A. Communication Studies, 2012—Stephanie is a Project Coordinator at Power Creative.

Kelli Rush, B.A. Corporate & Organizational Communication, 2010—Kelli is a High School Admissions Officer at Sullivan University.

Meredith Shultz, B.A. Corporate & Organizational Communication, 2009—Meredith is an Account Executive for Lamar Outdoor Advertising in Lexington, Kentucky.

David Stephens, B.A. Corporate & Organizational Communication, 2010—David is working at Fruit of the Loom as a Marketing & Merchandising Analyst.

Whitnee Thorp, B.A. Communication Studies, 2011—Whitnee is an Apprentice Optician at Lenscrafters in Rapid City, South Dakota.

Phuong Vu, M.A. Communication, 2011—Phoung is working as a Communication & International Business Specialist at Zija International Inc. in Bowling Green, Kentucky.

Mariah Yates, B.A. Corporate & Organizational Communication, 2007—Mariah is a Ph.D. student and Resident Assistant at the University of Cincinnati.

Let us know what you are doing.
We would love to hear from you, too!

Send news to Laura Wagoner at laura.wagoner@wku.edu



Rachel Clark



Vance 'Buddy'
Newberry



Madalyn
Wilbanks



Nichole Miller

Spring 2013 Student Workers



Callie Allison



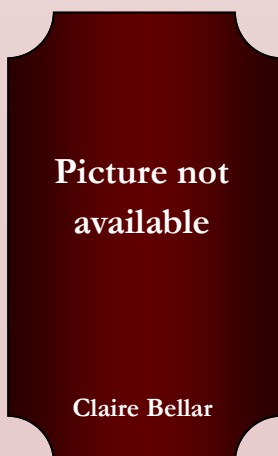
Stefanie Lutz



Bethany Hughes



Ashley Baker

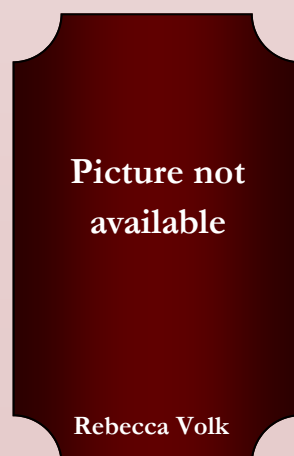


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Claire Bellar



Natalie Gilliam



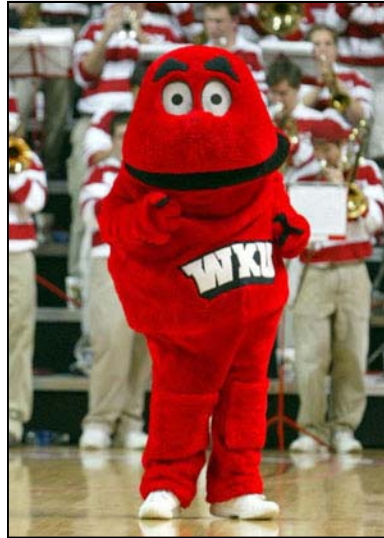
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Rebecca Volk

Western Kentucky
University
Department of
Communication

130 Ivan Wilson Fine Arts Center
1906 College Heights Blvd. #21029
Bowling Green, KY 42101
Phone: 270-745-3296
Fax: 270-745-3295

We're on the Web!
www.wku.edu/communication



For information on giving to the
Department of Communication contact:

Leslie Watkins

Senior Director of Development for Potter
College of Arts and Letters
Institutional Advancement
Western Kentucky University
1906 College Heights Blvd.
Bowling Green, KY 42101

Phone: 270-745-3399

Fax: (270) 745-5300

E-Mail: leslie.watkins@wku.edu

Or visit:

wku.edu/campaign/how.html



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